



**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**  
Deemed to be University U/S 3 of the UGC Act, 1956  
**SCHOOL OF MANAGEMENT**

# 13<sup>th</sup> National Marketing Konclave

 3<sup>rd</sup> September 2022

**Theme:**   
**New Business Models  
in the New Normal**



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**MARKETING  
KONCLAVE**



*“ Individuals, businesses, and society can start to look forward to shaping their futures rather than just grinding through the present. The next normal is going to be different. ”*

*- McKinsey & Company, 2021*

## New Business Models in the New Normal

Every organization occasionally needs to be able to innovate and pivot its business models, but doing so quickly and even drastically is exceedingly challenging. Nearly all businesses have had to make such extreme interventions since the pandemic began, whether they modified the business model or fully overhauled it. The Covid-19 pandemic has significantly impacted consumerism globally, requiring and allowing buyers to unlearn old behaviours and adopt new ones. Companies that want to come out of stronger post the crisis, must acquire a systematic awareness of consumer and customer changing habits. For many businesses, this will necessitate the development of a new procedure for recognising and assessing shifts before they become visible to all. Finding a balance between restarting and rebuilding busi-

ness models for organizations shall be critical.

It's crucial for marketing professionals to draw lessons from the past and adjust to the circumstances that are fast becoming the new norm. Some business may not be able to return to the way things were, and it is not known what the future holds. Marketing professionals need to explore newer horizons and current times provide the best opportunity for it. Now is the time to adopt innovative marketing strategies that will allow marketers to develop new business models. The theme of the 13th National Marketing Konclave organized by KIIT School of Management, KIIT Deemed to Be University - **New Business Models in the New Normal** – hopes to take this contemporary and relevant discussion forward.

### Panel Themes



#### Panel 1 Theme: Data-driven Marketing and Consumer Privacy

Businesses need reliable data to sustain their existence in today's ever-changing, complex market domain. Marketing managers use consumer data to foster product and promotion activities for specific customer segments, like pricing, consumer preferences, point of sales data analysis, product positioning, customer satisfaction just to name a few. The analysis of the available data and the result of these strategies for data mining in the marketing field are getting progressively significant for decision-makers.

However, If “data is the new oil,” then it is accompanied by significant collateral “environmental impacts” – resistance from consumers, regulatory restrictions, an increasing exposure to breaches, fines, government snooping – and a demonstrable failure to meaningfully improve customer experiences. There’s an entire hidden economy of data aggregators.

This has resulted in bringing the issue of consumer privacy to the fore and the climate surrounding data privacy and protection has changed substantially in recent years. Incidents like Cambridge Analytica have damaged consumer confidence and forced some businesses to rethink how they access, gather, store, and use consumer data by revealing to the general public how their data was being used in ways they might not approve of. Data-driven marketing should consequently be approached differently. It's not just about using workarounds or fixes for technological issues. Instead, the secret to a long-lasting, successful data strategy may be a solid, trust-based relationship with clients.

*“ We are seeing seismic shifts that will likely have a significant impact on how marketers do their jobs, but the fundamental truth of marketing remains the same: Deliver a relevant message to the user, where they are and when they need to hear it, and success can be yours. ”*

*– Forbes, 2021*



## Panel 2 Theme: Digital world in the post-Covid times

Businesses take all necessary precautions to secure their survival and continuity as the entire world fights to contain the pandemic. However, in the long run, reacting and recovering won't be sufficient. Rapid digital transformation into a pandemic - proof organizational model is essential for businesses to grow and prosper in the post-COVID-19 era. Technology was already playing a bigger role in the marketing domain even before the pandemic outbreak. Marketers were considering technology as a useful tool to interact with customers and as a way to provide automation and quicker procedures. Many firms' transition to digital operations played both a front-facing and a back-end role. Customers have also voiced a desire for services that involve little to no human interaction, pushing for remote or at least contact-limited operations from a customer-facing perspective.

Understanding those moments that matter to the customer now and adapting to these should be on top of the organisation's agenda. Not just to sell extra, but to reshape the business value to transform into a rapid-response organisation, potentially a digital company that can weather the next outbreak. It's about increasing flexibility to respond and the ability to better understand customer needs and the universal human values behind these, such as convenience and the need for control.

It is important for the marketing professionals to fulfil the new-age customer needs which can be done by embracing digital and shall help in leaping ahead of the competition in the new normal.

*“ To grow and thrive in a post-COVID - 19 world, swift digital transformation into a pandemic - proof organisational model is vital. ”*

– Deloitte, 2022

## Workshop Themes



- Human to Human Marketing: Evolving Customer Experience in the New Normal
- The Stakes Behind Personalized Advertisements
- E-commerce Growth in Rural Geographies
- Automation in Marketing: Are We Losing Human Touch
- From Instincts to Data Intelligence
- The Dark Side of Personalised Advertisements
- Aggressive vs. Discrete Marketing: What Works for Generation Z
- Rules are Getting Blurry for Social Media Marketing
- New Normal: A Boon or Bane for Start-ups
- Reinventing Service Industry in the post-Covid Era
- Does the Future Belong to Digital-only Brands
- Established Companies or Start-ups: Who Gained post-Covid



Time	Session Details
9.30AM - 10.10AM	Inaugural Session and Inaugural Address by Dr Achyuta Samanta, Hon'ble Founder, KIIT & KISS
10.10AM - 10.50AM	<b>Keynote Session - Speech by Keynote Speaker</b>
10.50AM - 11.00AM	Tea Break
11.00AM - 12.30PM	<b>Panel Discussion 1 on the Topic: Data-driven Marketing and Consumer Privacy</b>
12.30PM - 2.00PM	<b>Panel Discussion 2 on the Topic: Digital world in the post-Covid times</b>
2.00PM - 3.00PM	Lunch Break

Time	Workshop Themes
3.00 PM – 4.30 PM	Human to Human Marketing: Evolving Customer Experience in the New Normal
	The Stakes Behind Personalized Advertisements
	E-commerce Growth in Rural Geographies
	Automation in Marketing: Are We Losing Human Touch
	From Instincts To Data Intelligence
	The Dark Side of Personalised Advertisements
	Aggressive vs. Discrete Marketing: What Works for Generation Z
	Rules are Getting Blurry for Social Media Marketing
	New Normal: A Boon or Bane for Start-ups
	Reinventing Service Industry in the post-Covid Era
	Does the Future Belong to Digital-only Brands
	Established Companies or start-ups: Who Gained post-Covid

# Who should Attend?



13<sup>th</sup> National Marketing Konclave

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Students having an inclination towards marketing must look forward to be a part of the conclave and benefit from the discussions and interaction with the Industry experts. It is also an opportunity to test their marketing acumen by participating in the business contests.

Industry Experts shall share this platform with other stalwarts from industry as well as academia to discuss and debate on diverse issues concerning the future of Indian marketing. It is also opportunity for them to interact with the young minds to get a fresh perspective on various aspects of Indian marketing scenario.

Academicians can utilise the conclave to share their thoughts on the future of Indian marketing world with participants from industry as well as with students.

## Speakers at Previous Marketing Konclave



**Keynote Speaker**  
**Mr. Yugal Sikri**

Managing Director  
RPG Life Sciences



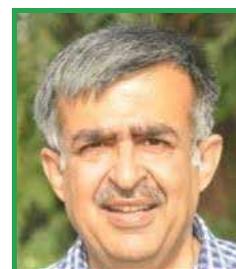
**Mr. Ranjeet Nambiar**

Director  
Urja Communications  
Pvt Ltd



**Mr. Gaurab Parija**

Head – Sales and Marketing  
IDFC Asset Management  
Company Ltd



**Mr. Sanjeev Duggal**

Director and  
Chief Operating Officer  
Bruce Clay India



**Mr. Chris Higgins**

Senior Vice President, Marketing  
Netcore Cloud



**Mr. Sushant Dayal**

Category Head Nutrition  
Amway India



**Mr. Prasun Kumar**

Chief Marketing Officer  
Justdial



**Mr. Deepak Talwar**

National Security Officer  
Microsoft India

## Testimonials of Previous Marketing Konclave Speakers



“ A topical subject, great panel, crisp views and a hungry for learning 500 strong would be MBAs in attendance made this panel a very exciting one to be part of. Look forward to many more, all the very best. ”

- **Mr. Gaurab Parija**, Head – Sales & Marketing, IDFC Asset Management

“ Thanks to KIIT for their rigorous work and active engagement with Industry to look at pertinent topics like Privacy and its importance for users. It's the right step to equip students and faculties think of cutting-edge skills through research and development and practical approach. ”

- **Mr. Deepak Talwar**, National Security Officer, Microsoft India

“ Thank you for giving me an opportunity to speak at the 12<sup>th</sup> National Marketing Konclave at the KIIT School of Management. The theme of the Konclave was very relevant for present time, being "Human face of marketing in data driven era". ”

- **Mr. Sanjeev Duggal**, Director & COO, Bruce Clay India

As KIIT has a wide spectrum of programs, each of the programs gives us the opportunity to invite & interact with the industry mentors & thought leaders. These events give immense scope to both Industry & students to interact & share their views. These are excellent platforms for the students to understand the practicalities of the corporate world directly from the stalwarts & know what corporates are looking for outside the classroom teaching.

## Konfidant

Every KSOM student is attached to a corporate mentor, the objective is to provide KSOM students with life skills, help them achieve professional & personal goals, make them industry-ready and support them to realize their full potential. It's a unique corporate mentorship program at KSOM. It's a two day workshop involving more than 20 corporate bigwigs in a one-on-one interaction with KSOM students. These corporate mentors will assume mentorship of their respective mentees and guide them in their career while making them confident and aware of general & specific industrial practices.

## KOEDUCATE

KSOM has another unique initiative called "KOEDUCATE" where-in elective sessions across specializations are co-facilitated by internal faculties and corporate experts from the industry. This special initiative enriches course content and delivery by cashing-in on the knowledge of both the faculty and corporate expert and enhances focus on the practical application of concepts studied in the courses.



The Business Research Fair of KSOM is an innovative platform for conducting research and analyzing behaviour of individuals (consumers, influencers and others) in association with corporates and how these impact business processes.

## MDP & Consulting

KIIT School of Management under the banner of Research, MDP & Consulting (RMC) offers short duration Management Development Programs. The main objective of the program is to provide specific training to corporate executives at different levels of the organizational hierarchy in both private and public sector enterprises.

**Kalinga Institute of Industrial Technology (KIIT)** Deemed to be University, is an Institution of Eminence (IoE) - a status accorded to top 20 Academic Institutions / Universities in the country out of 900+ Universities in India. KIIT is one of the most progressive Universities and one of the best in Eastern India, ranked 20th as per the prestigious NIRF rankings 2022.

Recently KIIT Deemed to be University has been ranked 8th among universities of the world in the Sustainable Development Goal (SDG) of 'Reducing Inequalities' in the prestigious Times Higher Education Impact Rankings 2022. With impressive ranks of 101-200 in other SDGs - Quality Education; Peace, Justice & Strong Institutions; and Partnerships for the Goals – KIIT has achieved the overall position of 201-300 in the rankings, which lists over 1500 universities from 106 countries.

**Kalinga Institute of Social Sciences (KISS)**, Bhubaneswar, India is a fully free, fully residential home for more than 30000 poorest of the poor indigenous children who are provided holistic education from Kindergarten to Post Graduation along with lodging, boarding, health care facilities besides vocational, life skill empowerment. With a humble beginning in 1992-93 with only 125 students, it has now become World's largest residential institute for indigenous children. The Institute plans to educate 2,00,000 poor indigenous children over the next decade by setting up branches in 30 districts of Odisha and all the states of India.



## Our Guiding Light



Dr. Achyuta Samanta, a visionary philanthropist is the founder of KIIT & KISS Universities. He comes from a very humble background with a vision to eradicate poverty through education. He lost his father when he was only 4 years old & went through acute poverty in his childhood. However, he was determined to change his future by education and later when he became a professor, he took it upon himself to provide quality education to thousands of poor children for changing their future. He developed a unique model of social transformation by building side by side two great academic institutions - Kalinga Institute of Industrial Technology for the well - to - do, and Kalinga Institute of Social Sciences for the poor.

This unique symbiotic model has grown over the last 25 years into two distinct universities, the KIIT University - running in self financing mode providing education to over 30000 students in subjects ranging from engineering to BioChemistry, from Law to Social Science, from Management to film making and the KISS University with over 45000 students from pre primary to Post Graduation level out of which 30000 are in University campus in BBSR and remaining 150000 are in satellite campuses in distinct tribal hinterlands of the country. Over 20 nobel laureates and over 100 Heads of States have visited KISS and applauded the development model.



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**Konclave Convener**

 **Prof. Joydeep Biswas**  
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**Konclave Executive**

 **Mr. Amit Jenamani**  
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